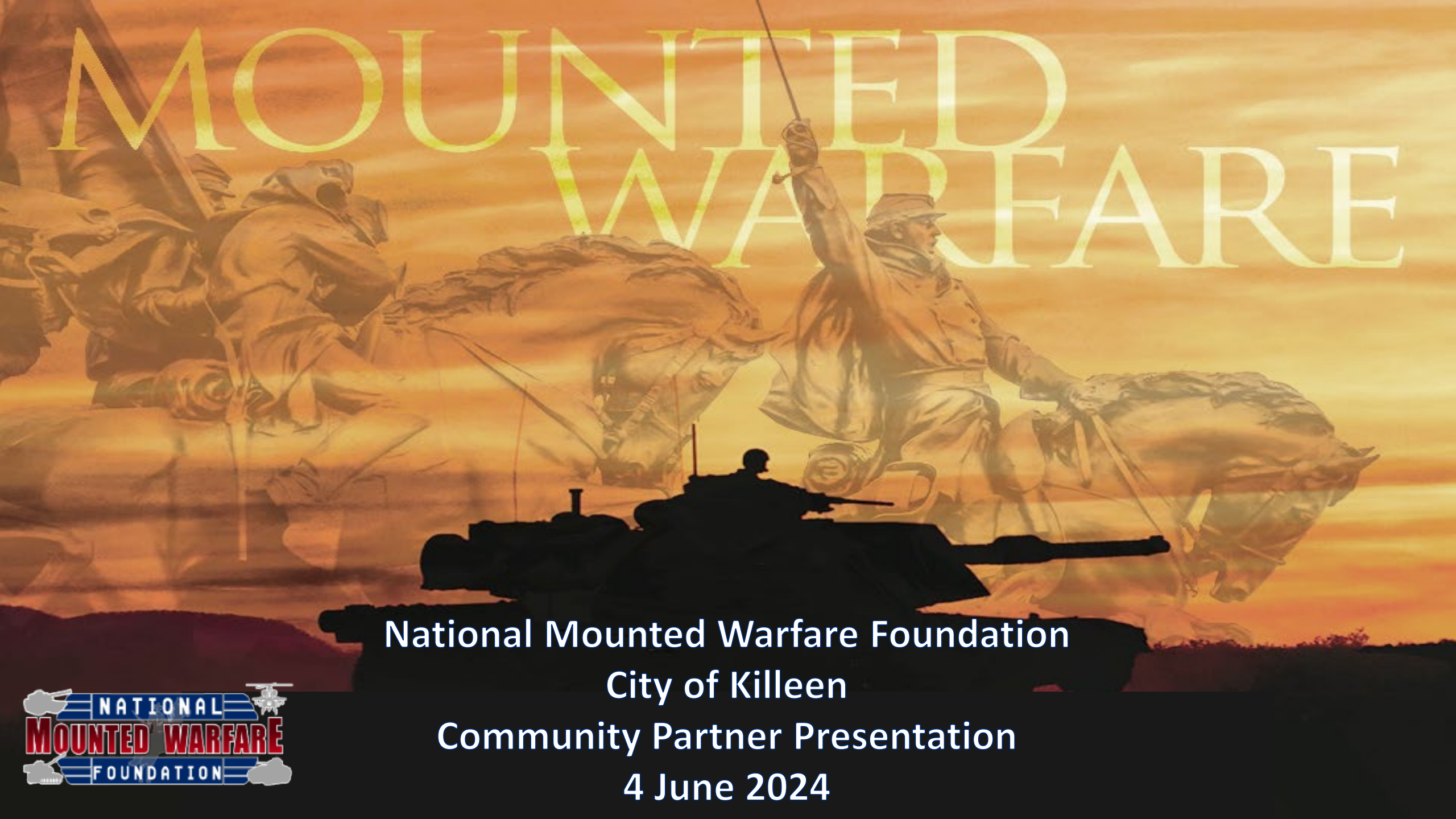


MOUNTED WARFARE



National Mounted Warfare Foundation
City of Killeen
Community Partner Presentation
4 June 2024





The National Mounted Warfare Foundation was incorporated in 2010 with the mission to build a world-class military museum in the heart of Texas to honor the history of the units and soldiers who have served at Fort Cavazos and share their untold stories



NMWF and NMWM Timeline

2010

- NMWF incorporated/formed

2011

- NMWF receives 501(c)(3) certification
- MOA between III Corps and NMWF
- Lord Cultural Services completes Master Plan

2013

- Initial architectural design

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

2017

- Revised design to build in phases

2020

- SECARMY accepts proffer packet
- Construction begins

2021

- Phase I construction completed

2022

- NMWM turned over to US Army

2023

- Exhibit installation

2024

- Exhibit Installation
- Grand Opening



Effect on Regional Tourism and Regional Economic Impact

Projected Regional Tourism Impact:

- Annual Average Attendance: **377,417**
 - 1,034 per day
 - 7,258 per week
 - 31,451 per month

Projected Regional Economic Impact:

- \$9.4M to \$54M

*Source - 2021 Texas A&M University-Central Texas University
Center for Applied Research and Engagement





Our “Ask” – Renewal of HoT Fund Agreement

Rack Cards – 30,000 distributed across Texas annually



Billboards – Over 350 digital and vinyl billboards across the East Coast and Southern US



Promotional Opportunities with Chet Garner, “The Daytripper”



Advertising with Statesman Media and USA Today



Digital Advertising at GRK, Reagan National Airport



Historic Usage:

- FY 2020: \$50,712
- FY 2021: \$19,105
- FY 2022: \$53,194
- FY 2023: \$48,271
- FY 2024: \$19,000 (To date)

Generates between \$250 - \$350K monthly in advertising benefit

Future Usage:

- Directional signage
- Select convention kiosk marketing
- Potential visitor’s center at Museum
- Ads in State/National Publications



Thank you to the City of Killeen for your support and consideration!